

**Please complete this entry form and DO XYZ WITH IT with any supporting files.**

**Please note all documents must be under 5MB.**

**Rules & Instructions:**

* All entries should relate to work carried out between 1st of January 2021 to 1st March 2022.
* There are three sections required for completion in order to submit an entry (**Section: A, B & C.)**
* All judges are bound by absolute confidentiality and confirm before accepting their role that none of the information in your entries will be shared

* Multiple entries are allowed however require separate entry forms e.g**. 3 entries require 3 separate forms**
* Please reupload your entry form to the website under your chosen category after completing and then submit.
* For more information on how to enter and the deadline dates please visit: <https://www.digitalleadersclub.co.uk/how-to-enter>

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| **SECTION A – DETAILS** |
| **Business Name** |  |
| **Contact Name** |  |
| **Contact Number/ Email** |  |

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| **SECTION B – SELECT YOUR CATEGORY**Please insert an ‘X’ next to your entry category of choice  |
| Digital Leader of medium sized business |  |
| Digital Leader of a Large business  |  |
| Rising Star Award  |  |
| Fashion/Apparel Website of the Year  |  |
| Beauty/Health & Wellbeing Site of the Year  |  |
| Retail Website of the Year  |  |
| Travel Website of the Year  |  |
| Startup of the Year  |  |
| Social Campaign of the Year  |  |
| Best SEO Strategy of the Year  |  |
| Best Paid Strategy of the Year  |  |
| B2C Website of the Year |  |
| B2B Website of the Year  |  |
| Innovation Award  |  |
| Best use of PR |  |
| Best use of Technology  |  |

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| **SECTION C – AWARD ENTRY**Please complete the following sections. All information provided is confidential.  |
| **Entrant Name & Brand** **Word limit: 20** |
| NAME HERE |
| **Objectives (1-10 points)****Word limit: 150 (not including images, graphs, etc)** |
| HERE GOES |
| **Strategy (1-10 points)** **Word limit: 150 (not including images, graphs, etc)** |
| HERE GOES |
| **Tactics (1-10 points) = implementation of your strategy****Word limit: 300 (not including images, graphs, etc)** |
| HERE GOES |
| **Creativity (1-10 points) = design > innovation** **Word limit: 300 (not including images, graphs, etc)** |
| HERE GOES |
| **Results (1-10 points)****Word limit: 150 (not including images, graphs, etc)** |
| HERE GOES |
| **REFERENCE MATERIAL Why should your campaign win?**Links to any reference material (you tube, url, social channel, etc) that could help in judging this award  |